We Challenge Comparison and Guarantee Superiority

ILLUSTRATED CATALOGUE



ISSUED BY THE

Fleonora Art Co.

WHOLESALE AND RETAIL

PORTRAITS AND FRAMES

AND EVERYTHING PERTAINING TO THE PORTRAIT TRADE

196=200 S. Halsted Street

CHICAGO, ILL.

TO THE TRADE ONLY

Telephone Monroe 251

Our Catalogue to the Trade

AND

Terms to Our Patrons

"Quality and a Square Deal" is our motto, and adhering constantly to it we have built up the largest and most satisfactory picture frame and portrait business on the Western Hemisphere. No deception, no misrepresentation is allowed. Our guarantee is broad and you know it is good. We do a strictly cash business. We positively do not carry any "open account" business on our books. We invariably require a deposit of one-fourth the amount on all orders amounting to \$10.00 or more; balance C. O. D. Orders amounting to less than \$10.00 must positively be accompanied by one-third the amount of same; balance C. O. D. We only ask the deposit as an evidence of good faith on the part of the purchaser. Orders received by us not accompanied with the deposit required are destroyed. All charges, both freight and express, must be paid by the purchaser.

THE HENRY FRANCIS du PONT WINTERTHUR MUSEUM LIBRARIES

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TO THE TRADE

Reasons Why You Should Favor Us with Your Orders for Portraits and Frames.

1st. Because we will give you better work and better goods for less money than any other house in the line, and you will receive full value for every dollar spent with us.

2nd. Every order you entrust to us will receive prompt and careful attention. We fill any order, large or small, within ten days from the time it reaches us. No order is too large or too small for us.

It will be to your interest to give us a trial order, as we are sure that you will stay with us, and you will find at the end of the year that you have saved considerable money by dealing with us.

In ordering give name and number of frame and size, with the quantity desired, and state plainly whether they are wanted with or without glass and back. Any style or size of frame you may wish that we do not carry we can supply you with on short notice.

Any information regarding the portrait business we will gladly furnish.

Guarantee on Portrait Work.

We guarantee a correct likeness in all cases of the small pictures sent to be copied and finished to correspond in quality with grade ordered. When a customer is not suited and the delivery cannot be made, always return the portrait with the small photo, wrapped so they will not be injured, and state explicitly in detail every point your customer would like improved. Remember, different persons look at a picture differently, but it is your customer we must please, so state in *detail* your customer's criticisms, and a portrait can invariably be altered and made to suit. Should they claim the likeness lost, don't think it sufficient to tell us that alone, but state what features are wrong, whether eyes, nose, mouth, or where the objection lies. Alterations are made free.

In case your customer is a crank and will not allow us to alter it to suit them, then it is a rejected portrait and as such is of no value to us. Any rejected portrait is credited on the agent's next bill. We will stand the loss on any rejected portrait through fault of our artists, but portraits lost through the removal or change in circumstances of a customer the agent must lose.

All Styles of Pictures Copied.

We copy all styles and kinds of pictures, past and present, such as ferrotypes, tintypes, photos, old style of ambrotypes, case and locket pictures.

Note—When changes are desired in drapery or position, order the combination work as they can easier be made in that style; but changes in head or features must be at your own risk. We do not guarantee portraits where the changes ordered are liable to destroy the likeness.

Answers to a Few Questions Asked Us Every Day.

We can copy one out of a group bust.

We can copy from any photograph, tintype, daguerreotype, ambrotype. In fact we can copy from any kind of a picture, if not faded or damaged too much.

Put all Instructions for Copying on Envelope

Remember, we have to make the picture: they cannot be kept in stock.

We pay no express or freight charges on anything shipped from us.

Should you wish one or more than one copy like the first, it will be necessary to send back both copy and original. Making so many pictures daily it is impossible for us to remember the exact style of finish, or size of head, unless we have the first copy to pattern after.

Make as few changes as possible, especially in anything pertaining to the features. Such changes are apt to alter the looks of the picture that, when delivering, it is not so likely to please as if no changes had been made. Slight changes in clothing often make a great improvement in a picture. You will consult your own judgment, however, and advise your customers accordingly. We are always willing to make any change from original that may be required of us, with all the skill and taste which only artists of long experience can produce, and without extra charge; but when the whole appearance of a picture has to be changed, as in opening the eyes of a corpse picture, we shall positively run no risk. Pictures of this kind will receive our most careful attention and everything will be done that artistic skill can do to make them give satisfaction.

All copied pictures are designed to hang on the wall. Many pictures, condemned on first inspection would please if they would look at them where they are intended to be looked at, on the wall; just the same with these as with oil paintings and engravings, you do not examine them closely but stand off some distance in order to get the proper effect. You will find by doing this that you will rarely, if ever, have a rejection.

In ordering a portrait made from one out of a group, please designate the one wanted, thus, X over or under that particular one.

We employ none but good artists, and our work is all finished by Hand and Airbrush.

...Finished Portraits...

We stand back of every Portrait made by us with an unqualified guarantee. Other portrait, copying houses, etc., may quote you lower prices for making enlargements, but, quality considered, you can do better with us than any other house in America. We do not make cheap portraits. The motto of this department is: "Quality and a Perfect Likeness." Examine the prices listed below and you will find that they are "way down." It usually takes us from six to eight days to execute portrait orders. Favor us with your portrait orders and you will receive the finest air brush and hand stipled work that can be produced.

Grade 1

This excellent grade of work is made specially for the portrait agent, and it positively has no equal for the money we ask for it.

	Crayon	Sepia	Pastel or Water Color
16x20 or smaller	\$	\$	\$
20x24 or 18x22	8	\$	8

Grade 2

A grade of work that is a perfect delight to the photographer and merchant. To those requiring a bewitching portrait at a low price we especially recommend this grade.

	Crayon	Sepia	Water Color
16x20 or smaller	8	\$	\$
20x24 or 18x22	8	\$	\$

Grade 3

This superfine hand stipled grade of work is simply enchanting. We are making enlargements in this grade for the high-class art stores, whose patrons are the aristocracy from the Atlantic to the Pacific. This grade of work is the aeme of artistic perfection, and it positively has no peer at any price.

	Crayon	Sepia	Water Color
16x20 or smaller	8	S	8
20x24 or 18x22	s	8	8

Write us for prices on larger sized portraits.

Fifteen cents additional for extra head, 25 cents extra for full figures. All portraits invariably mounted on cardboard unless otherwise ordered. If desired on stretcher add 10 cents extra; solid backgrounds 25 cents additional. In every instance kindly state the grade wanted.

...Glass and Backs...

The trade in general appreciate the high quality of our glass and backs, consequently we have an enormous trade for these two products

	Per Light	Backs, Each
8x10	\$	
10x12		
11x14		
14x17		
16x20		
20x24		

Prices on glass subject to fluctuation of the market.

Ordering in box lots we allow 10 per cent discount from above prices.

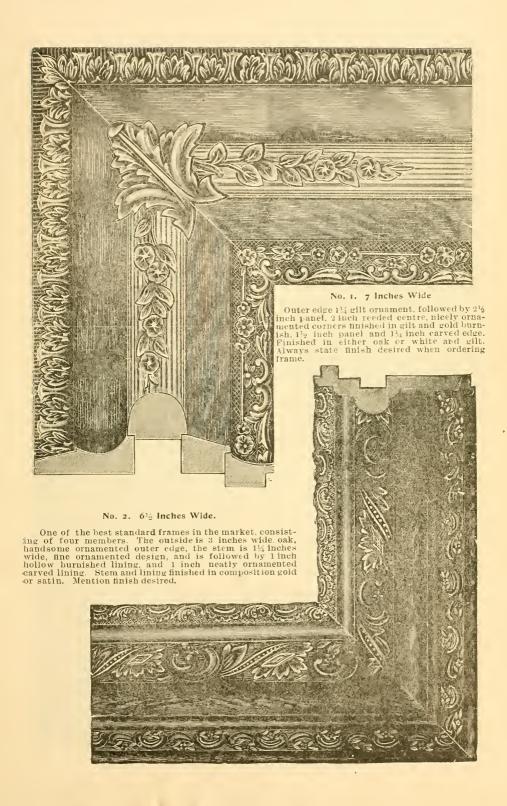
...Sample Roll...

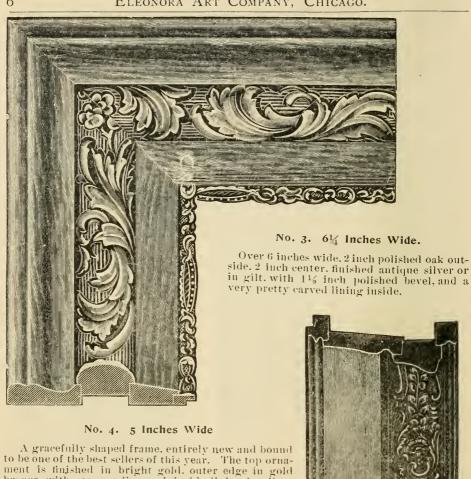
It is a perfect gem. No np-to-date portrait agent should be without one. The roll contains one Crayon, one Sepia and one Water Color and we sell it to portrait agents at the surprisingly low price of \$3.00. This roll is the peer of any other roll on the market. Throw your old one away and order one of our Rolls, thereby increasing your trade 100 per cent. The samples for this roll are made in 16x20 size only. Size of roll closed is two inches in diameter, seventeen inches long, one and one-half pounds in weight. Samples are all made from carefully selected and most attractive subjects. You should have one. We give agents credit for the amount paid for roll upon receiving \$30.00 worth of work.

ALWAYS BEAR IN MIND

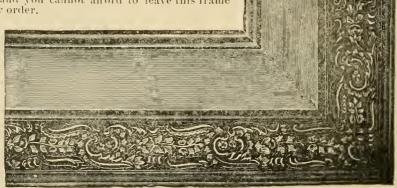
to prepay express charges. Send photos by express if possible as it is safer than by mail. Do not send negatives. Always place your name and address in the upper left hand corner of package. In sending photos by mail they require letter postage.

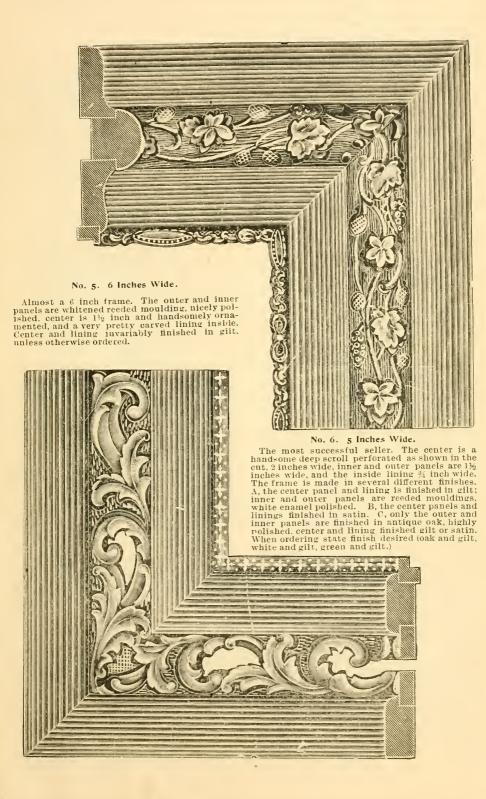
We make all pictures bust unless otherwise ordered. You will find bust pictures deliver lest.

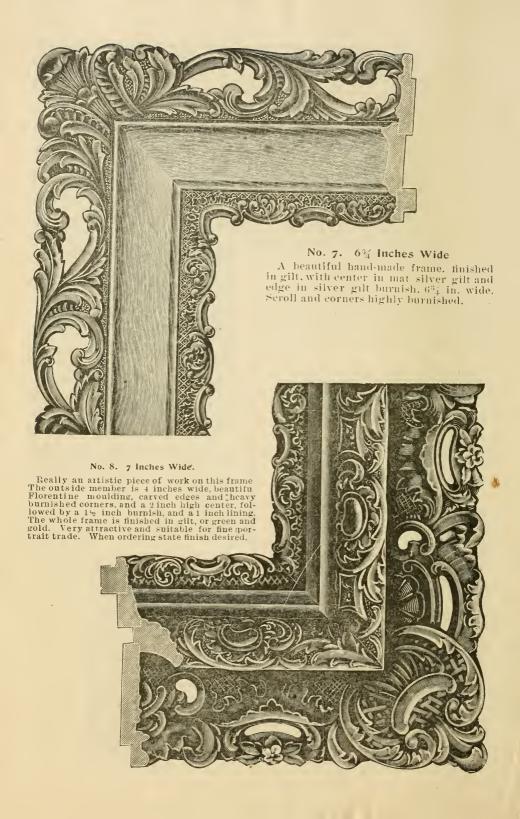


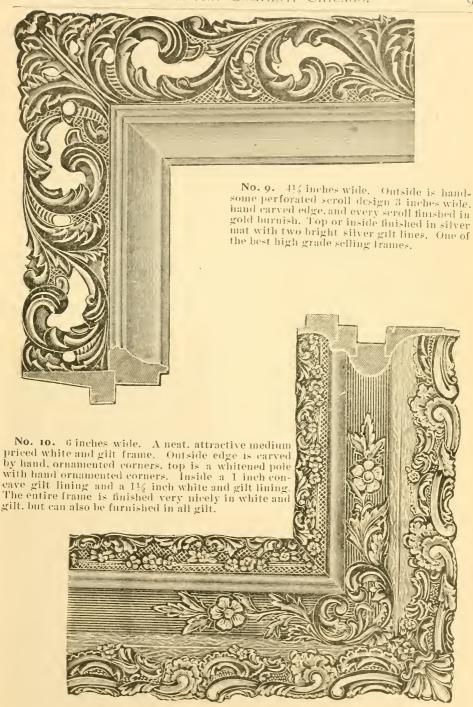


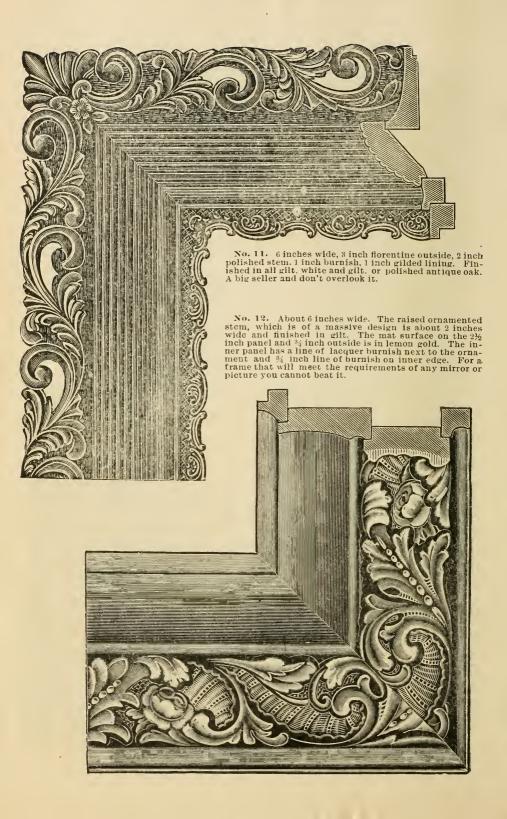
bronze with concave line and inside lining in silver gilt burnish; also finished as above with panel and outside in olive green bronze. Both finishes are very attractive, and you cannot afford to leave this frame ont of your order.

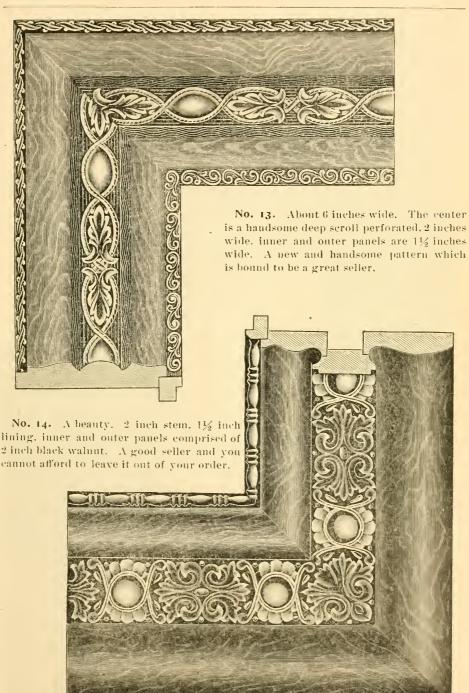


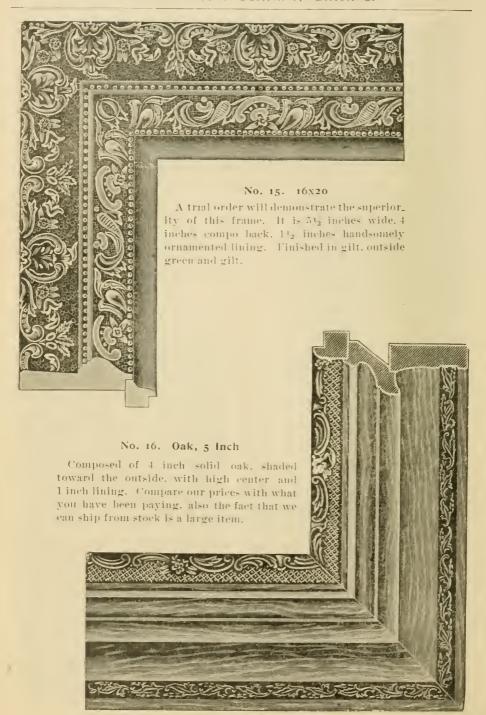


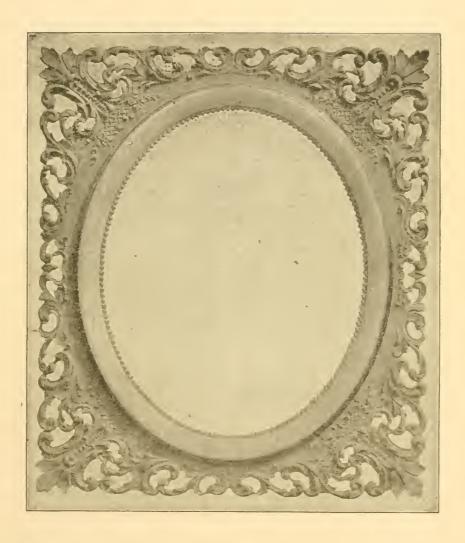




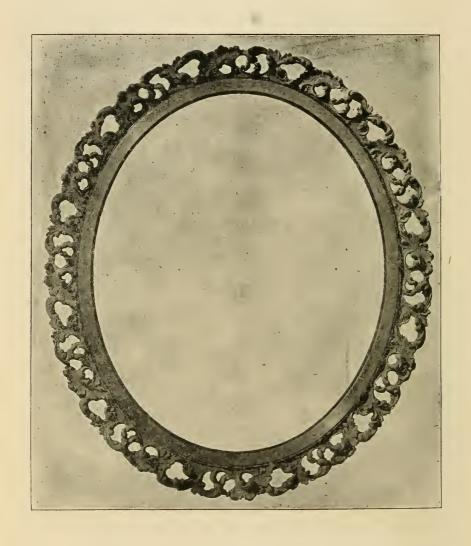




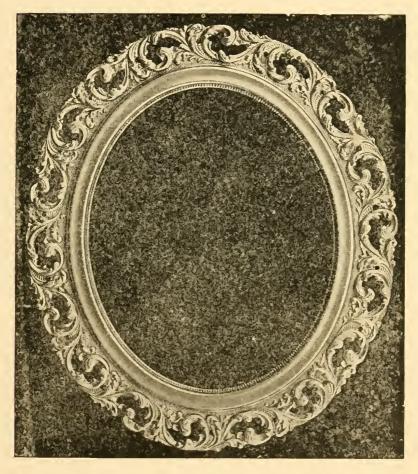




No. 17. Sizes 16x20, $20x_x^24$. A beauty, very rich and showy, finished in gift; outside finely perforated and hand carved, with a hand-some corner ornament. All smooth raised parts of ornaments highly burnished in gold leaf; rich burnished hollow line on outside edge of stem, and the pearls on inner edge also highly burnished. Shipled in shadow boxes,



No. 18. 3% inches wide. Florentine outside profusely burnished. Mat top finished in gold leaf, and two silver gilt burnished lines. .



No. 19. 4 inches wide; all gilt and burnish.

...OUR GUARANTEE...

Each and every product listed in the preceding pages to equal the catalogue representation and description. We sell to sell again. We give such values as make and retain customers. While low prices for inferior goods may temporarily attract attention, reaction is sure to follow. Remember, we positively guarantee each and every product that leaves our establishment to be as represented.

...DON'T FORGET...

That we charge 35 cents for packing and boxing all frame orders amounting to less than \$10.00, and 10 cents for wrapping, etc., of print or portrait orders less than \$5.00. No exceptions to this rule.

...THERE ARE VARIOUS REASONS...

Why you should favor us with your orders. We make fair and reasonable propositions only. Mail us a trial order, and the reasons will become plain to you.

...OUR SHIPPING FACILITIES...

Are unexcelled by any house in America. "Prompt Shipments" are the two words emblazoned on our banner of success. We ship orders promptly, consequently our patrons extend us their patronage year after year.

CONFIDENCE IN THE SELLER

Is one of the most important things to consider in any business transaction, accordingly, by square and businesslike dealings we have built up a reputation which can only be attained through merit. To those unacquainted with us we cordially extend an invitation to communicate with Graham & Sons, bankers, this city, or any express company, bank or responsible business house in Chicago.

...OUR FRAMES...

"All the world loves a winner," and standard patterns stand foremost in the picture frame world. Compare any of our patterns with those manufactured by other houses and you can easily detect the superiority of our Frames. Our matchless patterns never fail to give entire satisfaction, and we have aimed to excel in the quality with the object of securing an enviable reputation rather than a good profit. We are going along attending strictly to our own business, envying uone, slandering none, criticising none, while the demand for our patterns is steadily increasing. Honest competition is the life of trade. It is the greatest benefactor of the people, and it reduces prices to a point where the retailer is protected. We therefore believe in competition—we like it, for it gives us the opportunity of comparison of goods and prices, and that comparison invariably makes customers for us. Send us a trial frame order to-day and you will henceforth handle our Frames exclusively.

...OUR PORTRAITS...

Our portrait work possesses distinctive style, combined with a wealth of bewitching beauty, never attained by other portrait and copying houses. Our portraits positively have no equal at any price. We confidently invite comparison, as we feel assured the high quality and perfect likeness of our portraits will command your admiration, secure and hold your trade.

Our portrait is a delicious feast for the artistic eye. It holds its color a lifetime, never becomes smeared or yellow. We do no cheap work, but we make super-excellent enlargements at a low price.

Our Air Brush and Hand Stipled Work is the best that can be produced, and the trade throughout the country is rapidly becoming aware of this fact. You want portraits that will deliver. Send us your orders and we guarantee our work will please both your customers and yourself.

SOMETHING NEW

OIL PAINTED PORTRAITS ON SOLAR PRINTS

Which take the place of genuine hand painted Oil Portraits.

16x20	ust \$
18x22	+4
20x24	**
22x27	
25x30	**
30x40	

Groups, one-half more for each person more than one on same canvas.

Wide-awake photographers and agents will do well to introduce in their community this line of goods, as they can secure a better price and have less competition in that line than in the ordinary crayon and water colors.

These portraits are made the same way as water colors, except the picture is prepared to receive an oil coating instead of a water color coating. They will not fade and cannot be destroyed, and we guarantee the same likeness and same artistic finish as in our other lines.

Once framed, they are not to be distinguished from the genuine hand oil paintings. Our prices are low and a large profit can be made by anyone handling these goods.

In ordering water color, pastel or oil portraits it is absolutely necessary that you give color of hair, eyes, complexion and dress. If possible send a sample of the hair,